ON THE ATLANTIC OCEAN

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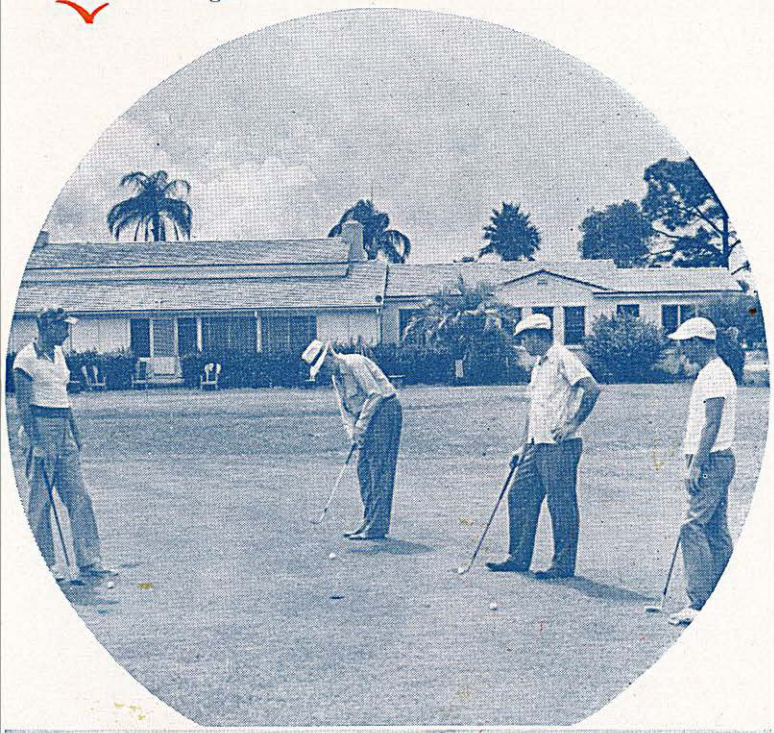
JAN 8 '52

Ephemeral St. Lucie Co.

Vacation on Florida's Famed Indian River

CLIMATE is the matchless attraction of Florida. Fort Pierce, caressed by gentle breezes from the Atlantic Ocean and the Indian River, enjoys an enviable location in Florida's most favorable climatic area. There is only a 16.7 degree spread between the extremes of normal summer and winter temperature. The year around average is a balmy 73.7 degrees.



Sub-Tropic

Fort Pierce is as far south as one can go on the wonderful East Coast without getting into the expensive "gold coast" area. There are 21.64 miles of straight ocean front in St. Lucie County and 50 miles of Indian River shore line. The Fort Pierce back country produces the finest citrus fruits grown anywhere in the world and the winter bloom of the groves is an unforgettable experience in flowering fragrance for thousands of our visitors.

Sports

Everything is here for playtime vacationers — fishing, swimming, boating, golf, tennis, shuffleboard or just plain loafing in the sunshine. There are two wide, gently sloping ocean beaches of pure white sand—the safest in Florida. In addition, the Community Center has a full program of less strenuous planned entertainment and dancing. Two excellent yacht basins, close in, have complete docking and service facilities.

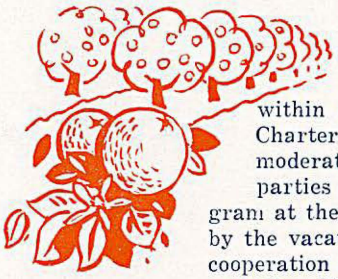
Living

There are many cultural activities, including concerts, dramatics, dancing, art and garden club groups. Churches of all major denominations, and prominent civic and fraternal organizations welcome visitors. Fort Pierce's modern and complete shopping section provides sizeable selections of quality merchandise—all the convenience of a large city without the crowds and bustle. New and modern theatres offer attractive movie programs. Fort Pierce is a friendly city . . . easy going and hospitable. More and more part time residents are making year around homes here . . . finding their perfect retirement spot.

Hospitality

Visitors and residents enjoy all the Florida East Coast vacation advantages at prices both sensible and modest. Clean, modern, comfortable accommodations are available to suit the needs and desires of almost any vacationer. Deluxe beach units are priced far below comparable accommodations in other resort sections. Hotels, apartments, motor courts and trailer courts afford convenient locations, comfort, helpful and hospitable management and every style of vacation luxury to suit the individual ability to pay.

You *Can* Afford a Vacation on the Famed East Coast!

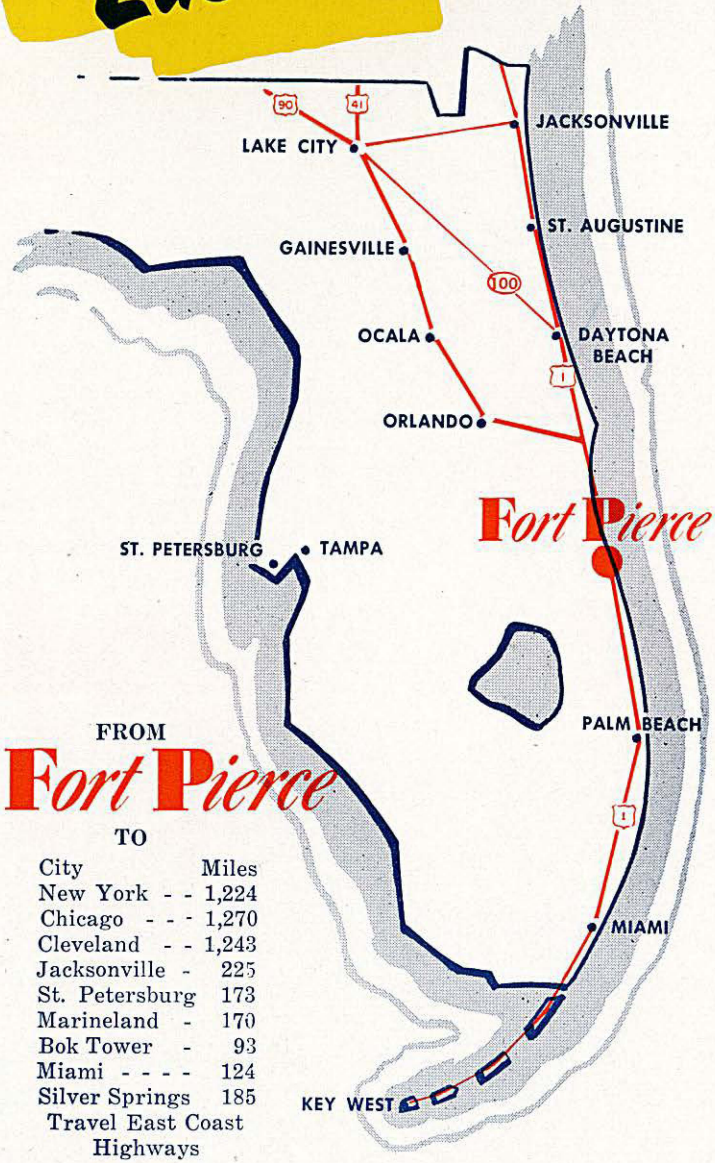


"You get a lot for your money in Fort Pierce." So say those who have been here and know—and it s based on fact. Country Club golf and social privileges are within the reach of every vacationer. Charter and party fishing boats are very moderately priced. Shuffleboard, games parties and a full entertainment program at the Community Center are operated by the vacationers for vacationers, with the cooperation and help of the Recreation Board and the Chamber of Commerce. At Fort Pierce, the ocean beaches are entirely public. There is never a charge for the glorious sunshine, the invigorating ocean breezes, the dip in the surf, the parks, and pleasant picnic facilities. For vacation pleasure you get the best for less at Fort Pierce.

A veritable fairyland of sub-tropic beauty is Fort Pierce's historic Indian River Drive. As many as ten thousand blossoms of night blooming cereus, such as is shown above, have been counted on the drive in one evening. Many exotic flowers, trees, shrubs and birds delight the sightseer's heart throughout this famous section of Florida.

Fort Pierce is a perfect "headquarters" city for short trips to other Florida points of interest. You can enjoy one day or week-end trips to nearly every well-known Florida attraction, including the Miami area, and still take advantage of the added relaxation and lower costs of Fort Pierce.

On the Fabulous FLORIDA East Coast...



FROM
Fort Pierce
TO

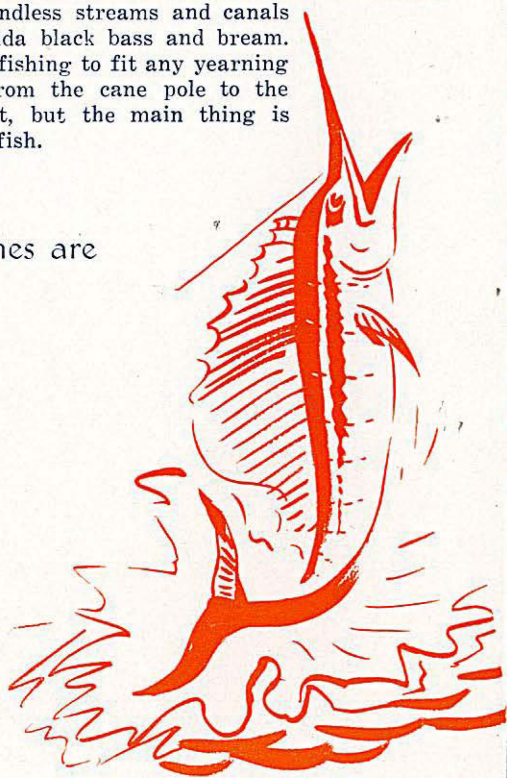
City	Miles
New York - -	1,224
Chicago - - -	1,270
Cleveland - -	1,243
Jacksonville -	225
St. Petersburg	173
Marineland -	170
Bok Tower -	93
Miami - - - -	124
Silver Springs	185

Travel East Coast Highways

Sport Fishing

Fort Pierce is unsurpassed for fishing thrills and variety of catch. The Seminole Indians called these fishing grounds "Stu-es-tau Far-sho," meaning "many fish;" and it is Fort Pierce's boast that there are more fish per capita in St. Lucie County than anywhere else in Florida. Salt water anglers can enjoy their favorite kind of fishing: deep sea, surf and reef, bridges or jetties. For those who prefer fresh water, there are endless streams and canals teeming with Florida black bass and bream. There is a kind of fishing to fit any yearning and pocketbook, from the cane pole to the deluxe charter-boat, but the main thing is that you do catch fish.

"The Big Ones are waiting for you at Fort Pierce"



Fort Pierce - St. Lucie County Advertising Committee

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